



Our Ref: 16109/MS/as
Your Ref: PP-05048159
Email: mshearman@firstplan.co.uk
Date: 14 April 2016

Planning Services
Camden Council
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam

PLANNING AND ADVERTISEMENT CONSENT APPLICATION FOR ALTERATIONS TO SHOPFRONT INCLUDING INSTALLATION OF PROPOSED FASCIA AND PROJECTING SIGN
117 TOTTENHAM COURT ROAD, LONDON, W1T 5AL

We have been instructed by our client, Honest Burger, to submit the enclosed planning and advertisement consent application (online via the planning portal ref: PP-05048159) for alterations to shopfront including installation of proposed fascia and projecting sign at the above address.

The application comprises the following documents:

- Completed application forms;
- CIL Form;
- Covering letter;
- Location Plan (ref: 00.01);
- Block Plan (ref: 00.02);
- Existing front elevation (ref: 02.05);
- Proposed front elevation (ref: 05.01);
- Existing ground floor layout (ref: 02.01);
- Proposed ground floor layout (ref: 04.01);
- Fascia sign detail (ref: 05.05);
- Projecting sign detail (ref: 05.06).

The requisite fee of £305 has been paid online.

Site Description

The application site comprises a 4 storey building on the western side of Tottenham Court Road, close to its junction with Grafton Way. The ground floor of the unit comprises a restaurant, whilst the above three floors have recently been granted planning permission to be developed as residential accommodation.

The property concerned is not listed but it is located within the Bloomsbury Conservation Area.

Planning History

A number of planning applications have been submitted at the address, none of which are relevant to the proposed works.

Proposed Schedule of Works

The application proposes alterations to the existing shopfront and the installation of replacement signage. The works can be described as follows:

Fascia Sign

- New fascia board to be constructed from timber stud and external grade plywood with beading detail applied to fascia decorated in dark bronze green;
- 'Honest' text built up from descaled stainless steel with 15mm deep perimeter returns and pin fixings to the rear. Text to be finished in white;
- 'Burgers' text built up from descaled stainless steel with 15mm deep perimeter returns and pin fixings to the rear. Text to be finished in white;

Projecting Sign

- Faces to be fret cut and fitted with pushed through island cut 5mm acrylic 'honest' text;
- Faces finished green RAL 6020, boarder and returns finished satin white;
- Internally illuminated via warm white LED tape fixed around a 8mm prismatic panel, fixed to 3mm inner frame;
- Edge illuminated via a 8mm opal outer fin fitted with 12v warm white LEDs, transformer fitted remotely;
- Frame 40 x 40 3 arms and 8mm wall plate, all finished satin black.

Shopfront

- Installation of 3no. swan necked light fittings finished in black;
- New aluminium frame and glazing to match existing, decorated in dark bronze green;
- Existing signage panels to be removed and render decorated in dark bronze green;
- Existing shopfront and door to be retained and decorated in dark bronze green;
- Street no. sign made from mild steel pin mounted and decorated in white, fascia background to be decorated in dark bronze green;
- Removal of existing sloping awning.

Planning Policy

Documents of relevance to the current proposals contained within the London Borough of Camden's statutory Development Plan include the London Plan (2015), Camden Core Strategy (2010), Development Policies DPDs (2010) and the Fitzrovia Area Action Plan (2014).

In addition, the National Planning Policy Framework (NPPF) (2012), Camden Planning Guidance Document CPG1: Design (2015) and the Fitzroy Square Conservation Area Appraisal (2010), are also of relevance to the proposals.

The application site is designated as follows:

- Central London Frontage;

- Central London Area;
- Central London Area (Clear Zone Region);
- Fitzroy Square Conservation Area;
- Fitzrovia Area Action Plan.

The relevant planning policies are outlined below.

NPPF

Paragraph 67 of the NPPF states that advertisements should be subject to control, but only in the interests of amenity and public safety, and should take account of cumulative impacts of all advertisements. It also highlights that advertisements should only be subject to detailed assessment by the local authority when there is an appreciable negative impact on a building or setting.

London Plan

Policy 7.8 concerns heritage assets and archaeology. It states that planning decisions should identify, value, conserve, restore, re-use and incorporate heritage assets where appropriate. It adds that development affecting such assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

Core Strategy

Policy CS5 refers to managing the impact of growth and development by making sure the impact of developments is considerate to neighbours and occupiers and protects and enhances the heritage.

Policy CS9 states that the Council will support and promote the Central London area of Camden by preserving and enhancing the area's historic environment.

Policy CS14 promotes high quality places conserving its heritage, particularly by requiring development to be of the highest standard of design that respects local context and character and, by preserving and enhancing Camden's rich and diverse heritage assets and their settings, including Conservation Areas.

Development Policies DPD

Policy DP24 relates to good design. It requires that developments are of the highest design standard, and for schemes to consider:

- Character and proportions of the existing building, where alterations and extensions are proposed;
- The quality of materials to be used;
- Provision of visually interesting frontages at street level and accessibility.

Policy DP25 relates to conserving heritage. The policy states that in order to maintain the character of Camden's Conservation Areas, the Council will take account of Conservation Area statements, appraisals and management plans when assessing applications within conservation areas. It adds that the Council will only permit development within Conservation Areas that preserves and enhances the character and appearance of the area.

Policy DP30 concerns shopfronts. It states that the Council will expect a high standard of design in new and altered shopfronts and other features. It adds that when considering proposals for shopfront development, the Council will consider:

- The design of the shopfront;
- The existing character, architectural and historic merit and design of the building and its shopfront;
- The relationship between the shopfront and the upperfloors of the building and surrounding properties;
- The general characteristics of shopfronts in the area.

The policy continues that the Council will resist the removal of shop windows without suitable replacement and that there will be a presumption in favour of retaining original shopfronts of architectural or historic value.

Fitzrovia Area Action Plan

With regard to the Tottenham Court Road Character Area, the document states the development fronting the road should support its role as a Central London Frontage and as a major retail destination. It continues that new development should provide high specification shop units to the Tottenham Court Road frontage with generous ceiling heights and attractive shopfronts.

Camden Planning Guidance - CPG1: Design

CPG1: Design, provides general design guidance. The document contains a number of key messages in relation to design excellence, including that schemes should consider the context of a development and its surrounding area and the materials used.

With regard to Heritage, the document's key messages are concurrent with the adopted planning policy in that the Council will seek to preserve, and where possible enhance heritage assets, including developments within Conservation Areas.

In terms of shopfronts, the document states that shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself.

Heritage Statement

Character of the Conservation Area

The Fitzroy Square Conservation Area Appraisal and Management Plan defines and analyses the Fitzroy Square Conservation Area. The document includes details on the special interest of the Conservation Area. Tottenham Court Road is noted to mark the eastern edge of the Conservation Area, having notably different scale and spatial character and being wider and enclosed by generally taller buildings.

The Conservation Area is divided into a number of sub-sections, one of which comprises the Tottenham Court Road frontage. This subsection is stated to have a very different character to the rest of the Conservation Area, which in part derives from its frontage on a busy road, broad main road, but also from the generally larger scale of development and more decorative treatment of the facades.

Contribution of the Site

The site is not statutorily listed nor is it listed as making a positive contribution to the Conservation Area. It is considered that the existing shopfront makes at best a neutral contribution to the character and setting of the Conservation Area.

Impact of the Proposed Works

The proposals are considered to make a positive contribution to the character and setting of the Conservation Area. This is achieved by virtue of the improved design and appearance of the shopfront, including the removal of existing panelling to reveal the render finish beneath and the removal of a damaged, sloping awning fixture. Indeed, the proposals introduce a more subtle signage scheme and overall appearance with shades of bronze green replacing the existing black with red detailing.

Planning Assessment

The key planning considerations concern the design of the proposed signage and shopfront in relation to the surrounding historic environment.

The proposed signage would comprise the replacement of existing signage elements and therefore does not represent the introduction of further advertisement elements. The proposals are necessary to reflect Honest Burger's new operation from the unit and overall, the design of the proposed replacement signage is considered to be of a higher quality than that which is currently in place. Furthermore, the scale of the proposed advertising is less than that which currently exists, resulting in a more discreet and subtle appearance, including the removal of existing signage panels which currently obscure the rendered finish of the shopfront.

In terms of the proposed shopfront alterations, it is again considered that the works will deliver a necessary improvement to the now dated appearance of the unit. The works will include the removal of a damaged awning and, the introduction of an attractive bronze green colour scheme. Further to this, the proposals seek to deliver an enhanced level of natural lighting within the unit through the installation of a number of additional windows in place of the damaged awning. With regard to the proposed swan necked lighting, it is considered that this will elegantly illuminate the newly proposed signage using an attractive feature fitting that is complementary to its setting within the Conservation Area.

Given the above, the proposed alterations and signage are considered to deliver an improved and significantly more attractive appearance to the existing unit by virtue of its high quality of design. The existing frontage and signage scheme is now damaged and of a dated appearance, contributing to at best a neutral impact on the surrounding Conservation Area. Given the improved appearance and functionality delivered by the proposed scheme, it is considered that the proposals accord with the relevant national and local planning policies.

Conclusion

The proposed shopfront and signage scheme is considered to make a positive contribution to the Conservation Area, uplifting the existing, now dated shopfront. Further to this, the alterations are also considered to improve the functionality of the unit by allowing a greater level of natural light into the dining area within.

The proposals are therefore in accordance with the relevant planning policy and as such, we respectfully request that the proposals be approved without delay. Should you have any questions in the meantime, please do not hesitate to contact me.

Yours faithfully,

Firstplan

MARK SHEARMAN
Director

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